

LEO BURNETT U.S.A.

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AD#BUC163-B3 REQ# M19804 "THERE'S MORE THAN ONE WAY" - PAGE 4/C (5-5/8 x 7-3/4) TV GUIDE, 1990  
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# THERE'S MORE THAN ONE WAY TO MAKE A BUCK



Full rich flavor,  
not full price.

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SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

With suggested retail price.  
Kings: 14 mg "tar," 1.0 mg  
nicotine. Kings Lights: 10 mg  
"tar," 0.7 mg nicotine av. per  
cigarette by FTC method.



Source: <https://www.industrydocuments.ucsf.edu/docs/zmln003>

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